

METHOD AND SYSTEM FOR PROVIDING AN ADVERTISEMENT BASED ON  
AN URL AND/OR A SEARCH KEYWORD ENTERED BY A USER

**ABSTRACT**

Method and apparatus for providing an advertisement to a user over the Internet, based on an URL and/or a search keyword that the user entered. The method includes the steps of obtaining from a first server a plurality of web page URLs and search keywords and associated advertisement information for each of the web page URLs and the search keywords, the advertisement information including an address at which associated advertisement data is stored, and storing the advertisement information in a local storage; detecting an URL and a search keyword that the user enters on a web browser; retrieving from the local storage the advertisement information associated with the detected URL and the search keyword; reading from a second server the associated advertisement data at the advertisement address included in the retrieved advertisement information; and displaying the advertisement.